



31st Anniversary

2010 WITCHES CUP

Sponsorship Opportunities

www.witchescup.com





11 August 2010
4pm – 8pm
Salem Common

THE 2010 WITCHES CUP!

Cycling has been described as one of the most beautiful sports in the world. It showcases teams and individuals driven by a force deep within the soul.

The Witches Cup is celebrating its 31st Anniversary! The original Witches Cup ran from 1979 to 2001 and was made famous by elite racers such as Eric Heiden, Chris Carmichael, and Davis Phinney. The Salem Common venue is recognized as one of the best racecourses of its type in the country and its reputation as a national-level criterium grows each year.

The 2010 edition is the fourth year of its successful reincarnation and promises to live up to every bit of its 31-year heritage.

Join Us at the Wachusett Brewing Company Hospitality Tent!

Wachusett Brewing Company is our hospitality sponsor for the 2010 race Wachusett will be featuring several craft beers, and its newest – Ryde. The Hospitality area will be open from 3:30 - 8:00 (last service at 8:00, closing at 8:30pm).

BECOME A SPONSOR.

Our growing list of sponsors include both large organizations and local businesses. Your sponsorship helps build long-lasting relationships with old and new customers, the local community, and a close-knit group of cycling enthusiasts.

Sponsoring the Witches Cup gives you recognition in all the communications, posters and press releases, our website, and the PA announcements during the race.



Thank Your Customers!

Whichever sponsorship level you select, you'll receive a number hospitality tickets to share with your customers, supporters and friends! Each ticket provides your guest entrance into the Hospitality area and a complimentary first drink. Guests may purchase additional beverages for \$5.00 (limit 4, and over 21 only please).

Give Something Back.

Like you, we think it's important to contribute to our community. Half of the proceeds from the 'day of Hospitality Tent sales goes to the Salem Parks and Recreation General Common Fund so we can all enjoy the common for years to come.

*Additional Hospitality Tickets may be ordered pre-paid for \$5.00 each.

SPONSORSHIP LEVELS

Level	Amount	Hospitality Tickets	Website	PA Mentions	Poster	Booth
"Bronze"	\$250	4	Name/Link	3	Name	No
"Silver"	\$500	10	LOGO/Link	6	Name	Yes
"Gold"	\$1,000	25	LOGO/Link	10	Logo	Yes
"Title"	\$3,500	100	LOGO/Link	"Title"	Logo	Yes

SPECIAL SPONSORSHIP OPPORTUNITIES

Title Sponsors

\$3,500

Consider becoming the Title Sponsor for the 2010 Witches Cup and for future years. Race promotions will feature your logo and recognition as our title sponsor. Our goal is to develop a longstanding relationship with an organization that is committed to the community and the success of the Witches Cup. You will also receive tickets to the Hospitality Tent to entertain your customers and employees.

Pace Car Sponsor

\$500

The Witches Cup consists of three races – the two amateur races are about 45 minutes each, and the Pro race lasts an hour. For each race there are between 45-60 laps – that's 45-60 minutes "times three" worth of visibility for your organization. You'll also receive Hospitality Tickets for your customers or employees.

FREE Movie Sponsorship - Breaking Away!

\$500

CinemaSalem will be hosting a free showing "Breaking Away" – the cycling movie guaranteed to get everyone riding and speaking Italian! This event will be free and open to the public. This will be promoted through the media, website and other sponsors. The movie sponsor will receive recognition at the showing and special mentions during the race as well as Hospitality Tickets.

Food Vendors

\$250

Food vendors wishing to sell food or drink during the race will have messages read during the race. Each will receive recognition on the website. Vendors are responsible for securing their own permits from City of Salem Licensing.

Merchandise Sponsors

\$TBD

Silver sponsors and up are eligible to place a tent or table in the designated area near the race stage. Those wishing to have a presence at the race, but not be an official sponsor, may secure a space for a 10x10 tent or table. Vendors are responsible for securing their own permits from City of Salem Licensing.



SALEM = PRO CYCLING!

In the cycling boom of the 1980's, Salem proudly hosted annual elite caliber bicycle races with national exposure. The goal of the Witches Cup organizers is to revive the strong bicycle racing tradition in downtown Salem, Massachusetts.

We invite you to join us at the race this August. This year's race promises to live up the excitement of its rich history. Please contact us to discuss how a Witches Cup sponsorship can be customized to benefit your organization.

www.witchescup.com

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